

# Mantrac Kenya: Driving Growth, Reliability and

For decades, Mantrac has been an authorised Caterpillar dealer, empowering businesses across Africa, the Middle East and beyond. Since its establishment, Mantrac has built a reputation for reliability, technical expertise, and a steadfast commitment to customer service.

In Kenya, this legacy is carried forward under the leadership of **Mohamed Ibrahim, Managing Director of Mantrac Kenya**, who is guiding the business into its next chapter: Blending dependable service with digital innovation, and coupling commercial growth with community investment.

*“Kenya’s industries are evolving quickly. Our mission is to ensure customers’ machines and power systems are not only maintained to Caterpillar’s highest standards, but also optimised to meet tomorrow’s challenges,”* says Ibrahim.



**Mohamed Ibrahim, Managing Director of Mantrac Kenya.** PHOTO | MANTRAC KENYA

## A Strong Local and Regional Footprint

Mantrac Kenya operates from three strategic branches:

- Nairobi, with a Parts Sales Counter, Warehouse, Workshop and S.O.S Lab (for lubricant analysis).
- Mombasa, with a Parts Sales Counter and Warehouse.
- Kisumu, extending service to Western Kenya.

This footprint ensures nationwide support. It is further reinforced by the scale of Mantrac Group, which spans 11 dealerships and 61 branches, employs more than 3,000 people, serves more than 25,000 customers, and fields more than 860 service engineers and more than 400 service vehicles.

Such reach means Mantrac is always close to the customer, locally responsive, globally backed.

## Service Excellence, Proven Processes

Mantrac Kenya has invested heavily in workshops, rebuild facilities and diagnostic capabilities to minimise downtime. Workshop capabilities include brush plating of hydraulic rods, undercarriage repair and portable line boring to renew pivot points on-site.

A dedicated S.O.S Lab studies fluids across engines, transmissions, hydraulic systems and final drives. Globally, Caterpillar’s network processes over 7 million samples annually, giving customers sophisticated trend analysis and early problem detection. Load bank testing ensures rebuilt gensets up to 650 kW meet Cat stand-

ards before being returned to service. Also, Field service engineers arrive fully prepared, with complete Caterpillar toolboxes, diagnostic adapters, infrared gauges, and iPads for reporting and connectivity. Every preventive maintenance (PM) service includes S.O.S samples routed to Nairobi’s lab for analysis.

## Protecting Investments, Maximising Returns

With decades of experience, Mantrac has recognised that equipment is more than a purchase, it is a long-term investment in productivity. That is why Mantrac Kenya promotes Customer Value Agreements (CVAs).

CVAs deliver:

- Reduced operation and maintenance (O&M) costs and increased uptime.
- Flexible payment terms suited to budget cycles.
- TA1 inspections provided at no additional cost.
- Delivery of genuine Cat parts direct to site.
- Proactive monitoring and scheduled service for peace of mind.

PM Kits streamline preventive maintenance with all parts in one box (PM250, PM500, PM1000, PM2000). Each kit includes genuine filters and competitive pricing, with a FREE S.O.S test for PM1000.

The measurable results are compelling:

- 25–30 percent longer mean time before shutdown.
- 10–25 percent longer component lives.
- 75 percent faster problem detection.



**320 GX Hydraulic Excavator.** PHOTO | MANTRAC KENYA



**Caterpillar 426 Backhoe Loader.** PHOTO | MANTRAC KENYA



**Caterpillar Canopied generator.** PHOTO | MANTRAC KENYA

# Community Impact

## Embracing the Digital Future

With longstanding experience, Mantrac has evolved with customer needs. Today, that means embracing digital platforms that simplify asset management.

parts.cat.com (PCC) gives instant access to pricing, availability and ordering, reducing downtime and operating costs.

VisionLink® fleet management connects entire fleets, including mixed OEM equipment, to provide insights on utilisation, idle time, fuel use, geofencing and fault alerts. Integrated with apps like SIS2GO, Cat Inspect, Cat Central and Cat S.O.S, VisionLink enables proactive planning and fact-based decisions.

As Ibrahim notes: “Digital integration is no longer optional. It is how we keep machines efficient, safe, and reliable, while giving our customers the confidence to plan ahead.”

## Rewarding Loyalty

To celebrate long-term partnerships, Mantrac Kenya offers the Mantrac Advantage Programme, ‘Stay Loyal, Get Rewarded.’

This initiative simplifies parts purchasing and rewards loyalty with greater efficiency:

- Faster checkout through saved equipment data, quick order uploads and saved lists.
- Smarter order management with up to two years of history available online.
- Core tracking for Cat Reman returns, improving visibility of credits.
- Personalised experience, from homepage to notifications, streamlining every interaction.

It is loyalty designed to save time, reduce costs and strengthen long-term trust.

## Community Impact: Education for the Next Generation

For Mantrac, sustainability has never been only about machines. It is also about people.

In 2025, Mantrac Kenya, in partnership with the Rotary Club of Karen, launched a corporate social responsibility (CSR) project at St Mary’s School in Nairobi. The initiative is delivering four fully-completed classrooms and equipping them with desks, ensuring that local children can learn in a safe, modern environment.

“This project reflects our belief that building the future is not only about engines and power systems. It is about classrooms, opportunities, and human potential. By investing in education, we are investing in Kenya’s next generation of builders, engineers, and leaders,” says Ibrahim.

## A legacy of Commitment

Over the years, Mantrac has grown to become one of Caterpillar’s largest global dealers, spanning 11 territories and serving thousands of customers. In Kenya, that legacy is alive and thriving.

From advanced workshops and digital tools to loyalty programmes and community classrooms, Mantrac Kenya continues to stand by its promise: The support you can count on — today and in the future.

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Mohamed Ibrahim, Managing Director of Mantrac Kenya; Linet Ayuko, President of the Rotary Club of Karen; and Louis Okodoi, Chairman of the Board of Governors at St. Mary’s Karen School, sign the Memorandum of Understanding during the official partnership ceremony held on 23 July 2025 in Nairobi. PHOTO | MANTRAC KENYA



A group photo at St. Mary’s Karen School, after the signing of the Memorandum of Understanding during the official partnership ceremony. PHOTO | MANTRAC KENYA



Advantage Programme.



Customer service week. PHOTOS | MANTRAC KENYA



Centennial celebrations offer.